



The Hive Inclusive  
Community

# Hive Leaders Playbook

# Welcome & Gratitude



Thank you for being a critical leader in our first-ever Hive 5K! We are so grateful you are here. You are not only a crucial member in this event, but you are helping us move toward our goal of creating inclusive, affordable housing and community in Tampa, FL.

Your job is to **gather runners, raise excitement, and raise as much money as possible!**

This booklet outlines everything you need to know, including:

- Our mission and the impact of your fundraising
- How to build and motivate your team
- Easy fundraising scripts and ideas
- Incentives and key event details

This is our first-ever 5K, and it means so much to have passionate leaders like you helping make it a success. You are not expected to be an expert—just yourself. Every conversation, every invitation, and every dollar raised makes a real difference.

We are so excited to have you as a Team Lead and can't wait to see the community you help build!

— **The Hive Inclusive Community Team**

# Our Mission



## THE HIVE INCLUSIVE COMMUNITY

We are a non-profit that exists to foster **inclusive housing developments** for adults in Tampa with disabilities where every member can grow, find purpose and thrive.

**And YOU get to be a part of that!**

# Race Day Structure



**7 AM** Check in for 5k

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**8 AM** 5k starts

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**8:30** Check in for fun stroll/ walk/ run  
(option for 1/2 mile or full mile)

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**10 AM** Fun stroll/ walk/ run starts

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**After 10AM** DJ playing, celebration and hanging  
out for anyone done with the race

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**Once everyone  
is done with  
stroll/ walk/ run** Awards and recognition

# How to Build Your Team

As a team leader, your primary role is to gather participants to fundraise and compete on race day. Here are two key ways to grow your team:

## 1. SOCIAL MEDIA

Social media is a great tool to raise awareness and funds. The next page outlines strategy, templates, and our **raffle incentive** for posting.

## 2. TRADITIONAL OUTREACH (TEXT, EMAIL, CALL)

Nothing is more effective than a direct invitation. Feel free to use our scripts to briefly explain our mission and invite people to join.

# Social Media

Storytelling is a wonderful way to connect with your audience and share why inclusion matters.

## **#WhyInclusionMattersToMe**

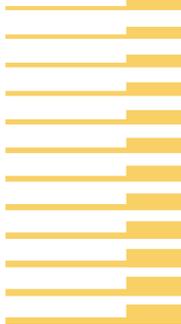
We encourage you to share your story of inclusion using this hashtag.

**Every post = 1 raffle ticket.**

Then give people two calls to action:

- 1. Join my team**
- 2. Donate to my team**

# Outreach (Scripts)



Feel free to use your own words, but here are some templates you can send to family and friends.

## 1. Asking for donations

"Hi! I'm leading a team for a 5K benefiting The Hive Inclusive Community—a nonprofit focused on inclusive, affordable housing in Tampa. My fundraising goal is \$5k. I'd really appreciate any support if you're able, any amount is appreciated! You can donate through my personal link or Venmo me directly, whichever is easiest."

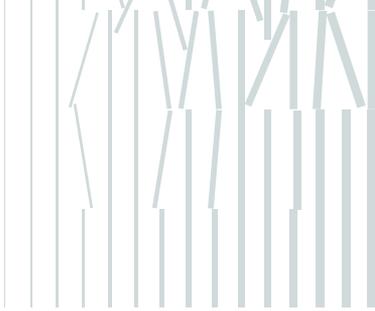
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## 2. Asking for participation

Hi! I'm leading a team for an all abilities 5K benefiting The Hive Inclusive Community—a nonprofit focused on inclusive, affordable housing in Tampa. The race is on February 7, 2026 and I'd love for you to join my team. Here is my personal link - let me know if you're interested!

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# Donation logistics



You will have a direct link to your fundraising page where friends and family can give donations. On this page, you will be able to set your fundraising goals and also see the fundraising efforts of each member on your team.

We will have a few fundraising pushes before the event which we will lead you in, so stay tuned for those.

See our incentives on the next page!

# Incentives

We have gifts at each fundraising tier! Share these with your team to keep excitement and momentum up.



## **\$50**

Hive T-Shirt

## **\$100 - Advocate Swag Pack**

Includes pen, sticker, and a reusable cup

## **\$250 - Champion Swag Pack**

Everything listed above (pen, sticker, cup) PLUS  
Hive branded tote bag

## **\$500 - Impact Partner Swag Pack**

Everything listed above (pen, sticker, cup, tote bag)  
PLUS Hive branded insulated tumbler and hat

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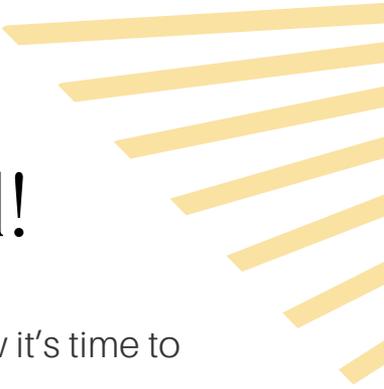
# Tips for Fundraising

## #1: Choosing goal amount:

You will have the option to set a goal amount for your fundraiser. Our tip: **THINK BIG!** It's okay if you don't meet your goal. The point is, if you choose a small number, people are going to be more likely to contribute *a small amount*. We encourage you to set a number greater than what you anticipate receiving. You might be surprised what you're capable of!

## #2: Make it easy:

The **easier you make donating**, the more likely people will participate. We encourage you to give people the option to send you money through their **preferred method** (Venmo, Zelle, CashApp, etc). From there, you can upload the money to your team with their name. A lower barrier to donating = more donations!



# Let's Get Started!

That should cover the basics—now it's time to get moving!

Begin inviting friends, building your team, securing donations, and spreading the word about why inclusion matters. Every conversation helps move our mission forward.

Be sure to visit our website for the Social Media Starter Kit, which includes sample posts, graphics, and helpful tips. When you share your story, don't forget to use the hashtag **#WhyInclusionMattersToMe.**

Thank you for lending your voice, your time, and your heart to this effort. We are incredibly grateful for your leadership and can't wait to see the impact you make for inclusive, affordable housing and community in Tampa.

Let's make our first Hive 5K great!

— **The Hive Inclusive Community Team**